

# Sports Analytics Project — Pressure Test & Iteration Notes

Date: 2026-02-16 | Status: Ready for iteration in Claude Code

## Pressure Test Round 1: The Original Betting Affiliate Idea

**Verdict:** Wrong direction for a solo founder.

- **Chicken-and-Egg Monetization.** Affiliate CPA pays when a new user signs up at a sportsbook. But most sports bettors already have accounts. Your most valuable users are the least likely to be new signups.
- **Brutal Competitive Landscape.** Action Network (~\$240M acquisition), OddsJam, Unabated, SharpApp already occupy this space with live line shopping, CLV tracking, and +EV bet finders.
- **Wrong Financial Model.** The model uses B2B SaaS assumptions for what's actually a consumer/prosumer app. Needs completely different metrics: CPI/CPA, activation rate, D7/D30 retention, ARPU.
- **Aggressive Timeline.** Phase 1 (weeks 3-8) has too much surface area for one person — odds display, charts, strategy templates, bet slip generator, deep links, geo-compliance, age gating.
- **Affiliate Approval Uncertainty.** BetMGM CPA requires a vendor license. RevShare requires an ancillary license. Building before confirming approval is building on sand.

## Pressure Test Round 2: The College Baseball Pivot

**Verdict:** Conditional GO — college baseball player valuations B2B SaaS.

### What's Strong

- Sport selection logic is rigorous — grounded in data availability, competitive gaps, buyer capacity, and timing.
- StatsBomb precedent is the right comp — content-first to paid product, bootstrapped to \$10M GBP revenue to Hudl acquisition.
- Unit economics are clean — first customer at \$12K ACV covers entire year of infrastructure (\$100-200/mo).
- Timing thesis is sound — transfer portal demand + NCAA tech expansion + public data contracting.

### Open Questions to Resolve

- **1. Who signs the check?** At \$12K/year, this goes through athletic department procurement. The user (recruiting coordinator) is not the budget holder (AD). Sales cycle may be longer than assumed.
- **2. Distribution channels.** 'Baseball Twitter' has fragmented. Need to identify where college baseball coaches and recruiting coordinators actually spend time — D1Baseball, Perfect Game, ABCA events, direct email.
- **3. Churn from coaching turnover.** College coaching staffs turn over constantly. When your champion leaves, the subscription may not survive. Model at 3-4% monthly churn and see if math holds.
- **4. What makes the composite better?** A smart intern could build a basic composite with pybaseball in a weekend. The moat must come from model sophistication, data integration (coaches uploading TrackMan data), or presentation layer (actionable scouting reports).
- **5. Financial model needs fixing.** Fix customers\_end column, add CPL, build P&L; tab, compute CAC/LTV/payback, add TAM/SAM/SOM, run coaching turnover churn scenarios.

## Recommended Iteration Sequence in Claude Code

### Phase 1: Fix the Foundation (Week 1)

- Fix financial model — customers\_end, CPL, P&L; tab, unit economics
- Run churn scenarios at 2%, 3%, 4% monthly
- Add TAM/SAM/SOM using buyer universe data

### Phase 2: Design the Product (Week 2-3)

- Define the composite valuation model — inputs, weights, output format
- Mock up one player profile / scouting report
- Decide: data product vs. workflow tool (biggest strategic decision)
- Map the buyer journey: who finds → who evaluates → who approves → who signs

### Phase 3: Build the Free Tool (Week 3-6)

- Data ingestion pipeline: pybaseball + NCAA stats → Supabase
- Composite valuation model (scoring algorithm)
- Public website with transfer portal rankings and player profiles
- Content distribution: newsletter + 2 social channels + SEO

### Phase 4: Validate With Real Buyers (Month 2-3)

- Cold outreach to 10 coaches using the free tool as hook
- Collect feedback — what do they want? What's missing? What would they pay for?
- Iterate on product based on real feedback, not assumptions

## Key Decision Log

Decision	Status	Choice
Sport selection	DECIDED	College baseball
Business model	DECIDED	B2B SaaS, \$12K ACV
Hiring plan	DECIDED	Zero hires until profitable
Data product vs. workflow tool	PENDING	Biggest open question
Distribution channels	PENDING	Need to identify where coaches are
Churn assumption	PENDING	Need coaching turnover scenarios
MVP scope	PENDING	Free public rankings site is starting point

## Getting Started in Claude Code

Copy this package to ~/cfc, launch Claude Code, and run:

/work – I'm building a college baseball player valuations B2B SaaS. Read pressure-test-notes.md for full context. Start with Phase 1: fix the financial model.

Package created: 2026-02-16 | Next review: After Phase 1 completion